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Appl. No.: 10/691,482  
Amdt. dated Jan. 10, 2005  
Reply to Office action of May 6, 2005

**REMARKS/ARGUMENTS**

Dear Sir,

1. In reply to clauses 5 & 11 in your advisory action, I have canceled system claims 14-26 without prejudice, in order to remove the problem and reach an agreement.
2. Regarding the remaining method claims I respectfully disagree that the scope of the claims has been changed considerably or that new issues have been raised. On the contrary, only few and small changes have been made, and the only significant change has been that, in order to overcome the objections that you raised, the scope of the 2 independent claims 1 & 14 (now canceled) has been narrowed down by deleting part 1 of clause d, and the word "pyramid" has been added after the words "Multi-Level Marketing", in order to further remove any chance of misunderstanding the words "Multi-Level Marketing" more broadly than intended. Therefore, this does not constitute changing the scope or raising new issues. In addition, I would like to point out that the specification makes it very clear explicitly that the words "Multi-Level Marketing" as used throughout the application refer to an improved method of pyramid marketing, such as for example in the following sentence on page 20 of the original specification: "*This multilevel marketing is of course similar to various Pyramid schemes, except that in this case there is a very real product, and also it is for a very good cause. However, there are also additional Improvements, as explained below*". In addition, I have tried to explained this clearly also in my first reply (the reply to your first office action), in the words "*As for the multilevel marketing of claim 7 and other claims, the relevant claims as amended make it clear now that the term "multilevel marketing" as used in the present application means a system of encouraging participants to bring additional participants recursively in order to achieve exponential growth, which is very different from the listing of government levels, academic levels, etc. which you quoted against claim 7.*" (emphasis added), and have added in the first reply clause d2 to claims 1 & 14: "Using a

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*Multi-Level Marketing system wherein each buyer and/or seller and/or lessor of said areas is encouraged to find additional buyers and/or sellers and/or lessors for said areas so that the system can grow exponentially"*  
(emphasis added).

3. I have tried to reach you numerous times on the phone in order to explain and discuss these issues.

Therefore, I respectfully request that a timely Notice of Allowance be issued in this case.

Respectfully submitted,

Yaron Mayer

